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T-642 P007/016 F-768

Atty. Docket No. 696.004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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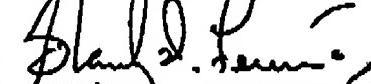
SEP 16 2005

In re Application of : Srinivasan et al.
Serial No. : 09/805,310 Examiner : B. Jackson
Filed : March 13, 2001 Art Unit : 2685
For : METHOD AND APPARATUS FOR TIME-AWARE
AND LOCATION-AWARE MARKETING

September 16, 2005

AMENDMENT

I hereby certify that this correspondence and any documents referred to as
enclosed therewith are being transmitted by facsimile to the Commissioner
for Patents on facsimile number (571) 273-8300 on September 16, 2005.


Stanley D. Ference III

Reg. No. 33,879

September 16, 2005
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated March 16, 2005, please amend the above-
identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on
Page 2 of this paper.

09/19/2005 TL0111 00000054 09805310

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Remarks begin on Page 6 of this paper.

- 1 -